

WADCO NEWS



"The Link" connecting all Whiting & Davis interests.

Volume 3

Plainville, Mass., May 25, 1922

Number 11



OPENING GAME WON BY W. & D. FROM MASON BOX

Baseball Season Opened

The Twilight League opened Tuesday, May 16, when our team took the Mason Box Co., last year's champs, into camp, and trimmed them *a la* 9-6. It was an exceptionally well played game, full of thrills and spectacular plays. The pitchers were not going as good as standard, the early start in the season telling on them, but the batting eyes were in splendid shape. Al Dubois, our catcher, par excellence, shook a mean bat, crashing out two mighty home run drives that broke up the ball game. It is the first time in the history of Columbia Field when any man has connected for two successive home runs.

Aside from those drives, the playing of George Cooke at shortstop, stood out as the biggest feature of the game. It was his work that squelched three mighty rallies by the Boxmakers. He figured in two beautiful double plays, hit safely and otherwise distinguished himself.

For the losers, Jones contributed a marvelous leaping catch with the bases full. This shut off two or possibly three runs. Only three errors were made during the game.

To July, 1923

Business campaigns like those of warfare are planned ahead. The successful business would not long continue successful if conducted on the Biblical injunction, "Sufficient to the day is the evil thereof."

Consider our advertising as an illustration. Plans are now being formulated for longer ahead than a year—from July next to July, 1923.

In many instances reservations for space in certain of the publications we will use in that period—Ladies' Home Journal, Saturday Evening Post, Vogue, among others—must be made far ahead.

So great is the proven sales power of the right kind of advertising that keen competition frequently exists for space in the most desirable publications.

Then, again, the proper co-ordination of manufacturing, selling and advertising policies requires time and thought. Divergence of these fundamentals is fatal to making commercial headway. The styles we make must be "sold" to the salesmen. They in turn interest and convince the dealer; the dealer, aided

Bag Topics

**Telegrams in May
How's Your Umbrella
Poor Boys—Rich Men
Fishes and Mesh Bags**

BY HARRY B. ROWAN

This column has been optimistic right along about business, now consider this. The past week telegrams have been coming into the factory to ship orders at once. Looks as if customers needed goods, and this in May, and not the Fall.

The silver market, the greatest of all Barometers in our line which prompts activity when prices are rising, has been giving a demonstration of what it can do. Silver bullion at 73½¢. is now up to 20¢. from the low of the year.

Customers watch these things.

Department Heads consider the above and be ready.

"Always provide for a rainy day" is a mighty good axiom. The manufacturer who bears this in mind is the man who is able to give employment above the ordinary. There was a time not many months gone when some of the girls mentioned the amount of

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TURN OVER

Wadco News

PUBLISHED SEMI-MONTHLY

by Employees of Whiting & Davis Co.
Plainville, Mass.

EDITOR H. B. ROWAN

Associate Editors

Lawrence Cook	Canadian Factory
Phoebe Havey	Sold Mesh Dept.
Rita Abrams	Unsold Mesh Dept.
Dick Barton	Mesh Dept.
Ted Peterson	Stamp Dept.
Erwin Sylvia	Tool Dept.
Frank Brown	Bench Dept.

COMMERCIAL PRESS-PRINTERS

BAG TOPICS

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time required to make the fancy bags as against the plain ones. Have you noted the Hive of industry in the Soldered and Unsoldered Departments of late? Have you given it a thought, girls?

* * *

Suprising isn't it how many who start out in life as poor boys reach through keeping everlastingly at it, the goal of success! And the fascinating part about it is that all of us have in this country an opportunity of attaining it. Make a start. Do your bit and see it grow. You owe it to yourself.

* * *

Fishes and Mesh bags seem far apart, and yet, there were miles and miles of steel mesh laid in the North Sea that kept some of the German submarine fishes from getting through and playing havoc with Allied ships. That was a time when the world stood aghast, but the Yankee resourcefulness was equal to it. We are told of German competition now in Mesh Bags. Don't forget the North Sea, and if you are wise, place your bets on the Yankee.

"SOMETHING NEW IN EAR-DROPS"

A very unique line of "Ear Drops" has been brought out by the Whiting Chain Co., by using fine mesh almost entirely. The samples are done in varied colors and caused much favorable comment.

The Editor has been requested to leave House-hunting and Franklin out of this issue. Funny, isn't it, how a guilty conscience brought forth several who took the letter to heart.

Is there anything whereof it may be said: See, this is new?

"RED ROOSTER OR BLACK HEN—WHICH?"

Said the little red rooster "Gosh all hemlock, things are tough
Seems that worms are getting scarcer, and I cannot find enough
What's become of all those fat ones is a mystery to me
There were thousands thru that rainy spell, but now where can they be?"

The old black hen who heard him didn't grumble or complain,
She had gone through lots of dry spells, and lived thru floods of rain
So she flew up on the grindstone, and she gave her claws a whet,
As she said "I've never seen the time there wasn't worms to get."

She picked a new and undug spot; the earth was hard and firm,
The little rooster jeered "New groun' That's no place for a worm."
The old black hen just spread her feet, she dug both fast and free,
"I must go to the worms" she said
"The worms won't come to me."

The rooster vainly spent the day, through habit by the ways
Where fat round worms had passed in squads back in the rainy days.
When nightfall found him supperless, he growled in accents rough,
"I'm hungry as a fowl can be. Conditions sure are tough."

He turned then to the old black hen and said "It's worse with you
For you're not only hungry but you must be tired too.
I rested while I watched for worms, so I feel fairly perk;
But how are you? Without worms too? And after all that work?"

The old black hen hopped to her perch and dropped her eyes to sleep
And murmured in a drowsy tone,
"Young man, hear this and weep,
I'm full of worms and happy, for I've dined both long and well.
The worms are there as always—but I had to dig like hell."

Oh, here and there red roosters still are holding sales positions.
They cannot do much business now because of poor conditions.
But soon as things get right again they'll sell a hundred firms—
Meanwhile the old black hens are gobbling up the worms.

An institution is the lengthened shadow of one man.

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by our advertising, must sell the consumer.

Whiting & Davis advertising for 1922-1923 will be at least double that of the past year. More publications and larger space will be used to influence the consumer. During the Holiday buying season advertisements in color will be used. Altogether our campaign will be one to which we can point with pride. It will be by far the largest campaign ever carried on to advertise mesh bags.

In addition to the national publicity, there will be an extensive appeal to the trade through the various magazines reaching the dealer. Direct mail advertising will also supplement and strengthen our message to the retailer and wholesaler.

Backed by such a complete campaign we have about every assurance humanly available of a busy factory and a prosperous year ahead.

The Wadco Ad-Man.

ITEMS FROM REVIEW OF BUSINESS AND FINANCIAL CONDITIONS.

By the Federal Reserve Board

Pronounced increase of activity in various lines of industry the past month.

Particularly noticeable in the metal working industries. Metal mining operations have reflected a tendency to an upward movement.

It is estimated that steel and iron are working to 70 per cent of plant capacity.

The Automobile trade has shown a very decided gain.

There is an active demand for building materials.

While the above is in part seasonal it contains an element of growth due to better business conditions.

SOME COMMODITIES UP

Cotton, Copper and Silver are going up in price.

Cotton quoted, 21½¢ per lb.

Copper, 13¾¢ per lb.

Silver, 73½¢ per lb.

Look for better business when you see silver going up. It is a good barometer and rarely fails.

Be thou diligent to know the state of thy flocks, and look well to thy herds.

THE ART OF KEEPING FIT

How to Avoid Winter Ailments.

Colds, influenza, pneumonia and other complaints often assume the proportions of mild epidemics in this country during the winter months.

If you want to keep fit during the coming winter, the time to start your preparations is not when every other person is coughing and sneezing, but NOW.

The road to fitness can be indicated in four words—fresh air and exercise. To keep fit you should devote ten minutes night and morning to simple exercises designed to keep the muscles supple and the whole body in condition. When possible you should supplement this by walking at least two miles every day.

Early Morning Exercises.

The exercises need only be simple affairs. For instance, before putting your collar on in the morning, spend a few minutes before an open window (weather permitting) inhaling deep breaths of the fresh air. Then walk around the room once or twice on all fours. Follow this by supporting your body by arms with feet in a raised position. Then lower the body slowly until you touch the ground. Repeat this half a dozen times.

Another good exercise for people who want to keep fit is to practise ordinary swimming strokes whilst lying on the floor or on a bed.

WAX PEARLS THAT ARE PERFECT

That there is a wonderful art in pearls "faking" has been shown by Herr Heinz, Germany's "Pearl King," who, a few weeks ago, turned out four strings of perfect artificial pearls. Only experts can distinguish them from the genuine article.

Made of Fish-lime, silver nitrate, and wax mixed in molten glass, the Heinz pearls are five times cheaper than real pearls.

Their creator declares that soon he will be able to make perfect imitations of any jewel. He intends to flood the world with his new pearls, and says that before Christmas they will be on sale in the jewelers' shops in every capital.

The Production Department requests all clerks to look wide awake in the routing of orders. A little pep, please. It would be helpful in getting out the production.

FACTS

The gold-fish was originally brown in color, and is a native of Japan and China; its golden color is due to selective breeding.

The chief difference between the human hand and that of the higher apes lies in the thumb, which is always shorter in the ape.

"Garage," now used exclusively as a name for the housing for a motor-vehicle was originally used in France to denote a place for keeping boats, rolling-stock, etc.

There is a deaf and dumb corps in the Salvation Army.

Blood travels through the heart at the rate of seven miles an hour.

Absence from church was a punishable offence in the seventeenth century.

It is necessary for telephone operators in Egypt to be able to speak English, French, Italian, Greek and Arabic.

Bangkok, the capital of Siam, is a floating city, containing 70,000 houses, each of which floats on a raft of bamboo.

The highest railway bridge in the world (The Gokteik Viaduct) is in the Shan Hills, Upper Burma. It is 2260 feet long and 820 feet above the water.

DO YOUR EARS BURN?

Everybody has experienced the feeling of a burning ear, but few understand how it occurs.

Sudden frights, excitement, worry, and anxiety are the causes. The sensation is due to the liberation of thyroid and other gland substances, which have a tendency to paralyze the muscles in the walls of the skin. This temporary palsy permits their elastic walls to expand, and a stream of blood rushes into the cheeks and ears.

When you realize that the heat of the blood as it circulates through the body is about one hundred degrees Fahrenheit, it is plain that a sudden concentration in one place causes a rise in temperature. The spot affected feels for the moment like a fiery furnace.

Walter Rankin, who is just a bit stout, was catcher for Whiting & Davis against a pickup team in South Attleboro recently.

Old age brings experience, and some kinds of experience bring old age.

PURSE OFFERED BASEBALLERS

The J. F. Sturdy Sons Co., Mason Box Co., and Whiting & Davis Co., have very liberally contributed \$100.00 each, making a total of \$300.00 to be distributed 60 per cent. to the winner of the Twilight League pennant and 40 per cent to the second team. Now, boys, let's see some Baseball.

GIVE YOUR SUPPORT

Now that the Baseball season is open, I trust that our shopmates will give the Baseball Team their support. Constructive criticism and suggestion will always be appreciated, as without it, we cannot expect to have a pennant winning team.

Well, boys, we are off. The first game has been played with a dash and a bang that really upset the whole League dope. Our shop boys are surely beginning to show big league talent, and we trust that before the season is ended, the majority of the players will be Whiting & Davis employees.

The official mascot has been chosen and the only thing that has kept her from the opening game is the fact that the green suit with the blue wrinkles has not arrived yet. So please reserve a place on the players bench for our mascot.

Manager Desantell.

A SHOPMATES MISFORTUNE

Forest fires struck home when the home of George Clarke caught fire, destroying all his household effects. His shopmates feel very badly for him in his misfortune.

Henry Heintz was fortunate in having his ear returned to him after painting, as the paint shop caught fire and destroyed several machines. But Henry's was near the door so they pushed it out.

Ray Evans, a disciple of Isaac Walton, went fishing one evening recently. The next morning the girls noted a somnambulist attitude on his part. The girls said he at least caught a cold.

The girls want to know why Flora Gamache can't take a joke.

Rhea Achin this time is in the limelight. How's the cold sore, Rhea. Wonder if Sam could tell us.

Chester Anderson has purchased a Munroe Touring Car. Give us a ride Chet?



FAIRLAWN ROVERS AND WHITING & DAVIS SOCCER PLAYERS

Manager Walter Lowe of the Soccer Team wishes to thank all those who participated in the Benefit game and helped to make his road a little smoother. He hopes to show improvement soon in his condition so as to be with us once again.

Miss Alice Lanteigne was taken by surprise May 18th when forty-two of her young friends from Attleboro, North Attleboro, Franklin and Plainville hung her a beautiful May-basket. Violin and piano selections were rendered and games played. The party enjoyed a pleasant evening, breaking up at a late hour.

Rose Boyle celebrated her birthday on the 16th of May. Paul was there strong as he thinks it a good fashion to always kiss the girls on their birthday.

We are all wondering why Ethel McGettrick is using a chair pad. Perhaps someone could tell us. Answers received in the next issue of the Wadeo will be appreciated.

Did you notice Osear, Peasely and Hatch working on the tennis court? Hatch was the only one with his coat off.

Erleen Parker now rides in her sister's new Ford.

We hear of some cut outs lately. Not automobiles. How about it Girls?

Erleen Parker, Ida Meyers, Margaret Conroy, Eva Coutois, Dorothy Staples and Nettie Ward went to Providence to see "Tin-Ton". The girls had a good time and enjoyed the show very much.

REPAIR DEPT. NOTES

Expressions which are heard several times daily:

Eva C., "My Tom!!"

Rita L., "Spinach," (with French pronunciation.)

Sophia H., "Well, when I get in the Movies."

The girls of the mesh room appreciate the new improvements on the machines they use, and ask when they will be completely equipped.

Wonder why the girls cast green eyes at Flora Gamache.

FOR SALE: A doggie owned by Lillian LaRock.

Mrs. Josephine Lewis has given up her position in the Spiral Department to attend to her household duties.

Louise McKeon, Mildred Miller, Ethel Anderson, Florence Whiting and Elsie Hemmingson journeyed to Taunton last week to play the Railroad Girls on the Alley. The score, oh yes, we should hate to tell it. Nevertheless the *cats* were a big feature of the evening. The boys went over in the truck while the girls rode in state in a Hudson. There is one place on the road where eider is used for decoration. It sure was hard for the boys to get by.

Well, it's a good thing S—— has returned, as Leon is sure vamping all the ladies with that conpe.

Indoor Sports: Isabelle trying to make the office crowd believe it was her brother who called her up on the phone.

MIDDLEBORO GIRLS.

In reference to the hearty welcome contributed in the last issue of the Wadeo.

We are very comfortably located and we wish to express our sincere thanks to all who helped us to procure our ideal "homes." A generous amount of credit is due Mrs. Katherine Kenney, also Mrs. Bell Reed, both persons contributing liberally towards our comfort. Everyone has been very kind to us.

Upon making this remark one of our fellow shop-mates replied with a great deal of sincerity, "How can we help it?" It goes to show they appreciate the fact we are strangers in a strange land.

Mr. William Ireland should also be thanked at this time for his kind invitation to the I. O. O. F. celebration. We appreciate his kindness very much indeed, even through the young gentleman won't give us the chance to tell him so in person.

"FARMING BY LAMPLIGHT"

Milt Bachelor of the Tool Room says they ought to push the clocks three hours ahead. What good is one hour. A young lady was observed recently holding a lantern while Milt, turned up the soil, working like a beaver.

We wish to express to Chef Olsen how much we have appreciated the changes in the menu at the factory restaurant and also the convenience in ordering as much or as little as one wishes.

Yvonne Bourgeois didn't care for her work in the Mesh Department until she realized she could see Joe Labre, then her mind changed. Now she says she loves her work. The girls say "Isn't love wonderful, Yvonne?"

Denniese Sirosis, who mothers her sister, was quite upset one day when her sister went home until she found out what the matter was.

Mabel Aver is again back at her machine and joining mesh as of old.

We understand that Mr. Rowan has joined the Attleboro Country Club to play golf, and rumor has it that he was out on the course a few days ago laying in a stock of golf balls. — Ed. note: — We hate to print this but do it to please one we know.